



News From Mayor Joe Ford

April 2010



Joe Ford
Shelby County Mayor

Since December 10, it has been my honor to serve as interim Shelby County Mayor. My time has been spent placing the needs and concerns of Shelby County residents at the forefront of all my decision making. This is reflected in the work done to secure funding solutions for the Regional Medical Center at Memphis, to create opportunities for locally-owned businesses, and to advance the efforts to secure a new 911 call center, to name a few.

My work, and the work done by other elected officials, is only as effective as the people give power to be. One way this is done is through participation in the Census. I am urging all residents to do their part to ensure our community receives its full share of federal funding by participating in the 2010 Census. By now, every household in Shelby County has received a census form. If you have not already done so, please take a moment to complete the brief questionnaire and mail it back.

Shelby County's participation in the census plays a vital role throughout the entire state. State government uses census information to decide which communities need money. According to the federal government, the 2010 Census will help communities nationwide receive more than \$400 billion in funds for hospitals, job training centers, schools, senior centers, public works projects and emergency services.

I have completed my census form; I ask that you join me by completing yours today.

To find out more about the 2010 Census, visit <http://2010.census.gov/2010census>.

NEW 911 CALL CENTER LOOKS PROMISING

Residents across Shelby County can expect a quicker response to emergencies thanks to recent actions by the Shelby County 911 Emergency Communications District board. On Thursday, April 1, the 911 board approved \$28 million (\$21 million for construction, \$7 million for technology) to build a new, joint facility for Memphis and Shelby County equipped with the latest emergency dispatch technology.

"I want to thank the members of the Shelby County 911 Emergency Communications District board for approving \$28 million for a joint call center," said Mayor Joe Ford. "This is the first, huge step toward what we need in Shelby County to greatly enhance our emergency response and dispatch capabilities."

The Shelby County 911 Emergency Communications District board approved the funds contingent upon the support of the Shelby County Board of Commissioners and the Memphis City Council. Commissioners and Council members will be asked to support this long overdue initiative by making up the difference of the call center's construction cost – minus the \$21 million construction allocation.

In January, Mayor Ford formed the 911 Emergency Management Task Force to conduct a comprehensive review of the 911 emergency communications system to include, but not limited to, communications platforms, operational protocols and a 911 Metro Call Center. The task force presented to Mayor Ford Shelby County's overwhelming need for a 911 call center not mired in jurisdictional limitations thus greatly improving emergency responses throughout the region. The April 1 announcement moves that center a step closer to reality.



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Tour Continues to Percolate

Mayor Ford has had his hands full leading the charge to secure funding solutions for the Regional Medical Center at Memphis, addressing county budget issues, as well as other administrative concerns impacting county employees and residents, yet this has not deterred him from making himself fully accessible to area residents via his weekly casual morning meetings. Mayor Ford's Coffee and Conversation Tour will continue stops at area eateries throughout Shelby County during the month of April.

Ford's Coffee and Conversation Tour has been extremely successful. Since the beginning of the year, residents from all over have taken advantage of the opportunity to visit with the County's CEO, without an appointment, and express their views and opinions about county government or make specific needs known. The casual morning gatherings represent Mayor Ford's commitment to an open and accessible government.

Upcoming Coffee and Tour Dates

7:30 – 9 a.m.

Friday, April 16

Perkins Restaurant
1340 S. Germantown Pkwy
Germantown

Tuesday, April 20

IHOP Restaurant
4725 Showcase Blvd.
Memphis

Thursday, April 22

Brewster Elementary / Watch D.O.G.S.
Volunteer Day
Dr. W. H. Brewster Elementary School
2605 Sam Cooper Blvd.
Memphis

Tuesday, April 27

Waffle House Cordova
1249 S. Germantown
Germantown

Wolf River Pedestrian Bridge Ground Breaking

On March 31, the Shelby Farms Park Conservancy broke ground on the new Wolf River Pedestrian Bridge at Shelby Farms Park. The unique bridge structure, which will establish an essential connection to the Wolf River Greenway trail, was made possible by a lead gift from the Formanek Foundation.

The Wolf River Pedestrian Bridge was designed by SFPC's Master Plan design firm, field operations, and the design will provide a one-of-a-kind visual experience for park



users. To create the first of many new pedestrian connections into Shelby Farms Park, field operations capitalized on the natural beauty of the Wolf River to give bridge visitors a breathtaking sense of arrival. The unique angling and varied height of the bridge planking will visually lift pedestrians into an incredible river vista as they cross.

Mayor Joe Ford remarked that the new bridge was a sign of more positive momentum for Shelby County. "The Wolf River Pedestrian Bridge is the latest in a series of important and exciting projects that show that our community is invested in the environment, health and recreation."

Other funders who have contributed to SFPC's Phase One \$75 million capital campaign are Hyde Family Foundations, Plough Foundation, Kemmons Wilson Family Foundation, AutoZone, Methodist Healthcare, and the US Department of Agriculture, Forestry Division. SFPC broke ground on the Woodland Discovery Playground in early March and on the Shelby Farms Greenline (a seven mile trail connecting Midtown to Shelby Farms Park) in early February.

The bridge is scheduled to open to the public in late fall of 2010. The designs can be viewed at www.shelbyfarmspark.org.



News from Mayor Ford

Ford Welcomes Child Passenger Safety Center to Administration

Mayor Joe Ford welcomed the West Tennessee Child Passenger Safety Center to the Shelby County Office of Early Childhood and Youth, expanding the office's reach and abilities to improve the quality of life for children and youth in Shelby County. Funded by the Governor's Highway Safety Office, the Center works to reduce the number of infant and child vehicular injuries and fatalities resulting from traffic crashes on Shelby County roadways through education of the proper installation and use of child passenger safety seats.

According to the National Center for Statistics and Analysis, child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars. Among children under age 5, an estimated 425 lives were saved in 2006 by child restraint use. Of these, 392 were associated with the use of child safety seats and 32 with the use of adult seats belts. The West Tennessee Child Passenger Safety Center's primary focus is to educate the public about the importance of child passenger safety seats and to encourage proper usage.



Pictured L to R: Alfreda Walls, Grant Program Specialist; Mayor Ford; Julie Coffey, Deputy Administrator Office of Early Childhood and Youth; Glenetta Dave, Director, West TN Child Passenger Safety Center

"This is an added opportunity to contribute our energies and resources toward protecting our youngest residents," remarked Mayor Ford. "Children remain at risk of serious injury or death if not properly fastened in a correctly installed car safety seat. Unrestrained children are 4.2 times more likely to die in a car crash than restrained children. It is difficult to think of anything more tragic than the needless, preventable death of a child."



Mayor Ford with Ollie Otter welcoming West TN Child Passenger Safety Center to the Ford Administration

The West Tennessee Child Passenger Safety Center offers free safety seat inspections and educational outreach opportunities for the general public on the proper use and installation of child safety seats. The Center also trains Child Passenger Safety Technicians who travel across West Tennessee promoting the importance of infant and child safety seat usage. To request a presentation or host a child passenger safety seat check-up event, call 901-385-4223.



MED Town Hall Meetings Continue

Mayor Joe Ford remains strong in his commitment to keeping the community informed about the future of the Regional Medical Center at Memphis. Mayor Ford will host the next MED Town Hall Meeting Thursday, April 15 at Mt. Vernon Baptist Church, 620 Parkrose Ave. Residents are invited to attend and participate in discussions centered on the institution. The meetings will run from 6 until 7:30 p.m.

Upcoming MED Town Hall Meetings

Monday, April 19
Middle Baptist Church
6801 Whitehaven Lane

Thursday, April 29
Millington City Hall
7930 Nelson St.

For more information, visit <http://www.saveourmed.com/>



MED President Reginald Coopwood addresses residents during a recent MED Town Hall Meeting



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Mayor Ford at Work



Upcoming Events

April 12

Mayor Ford Speaks to the
Jones Phillips Civic Club
Bethlehem Baptist Church
8801 Bethuel Road, Millington
6 p.m.

April 14

Shelby County Fire Fighters
Promotion Ceremony
Chapel at 1075 Mullins Station
11 a.m.

April 20

Mayor Ford Speaks to the
Baptist Ministerial Association
591 East McLemore
11:30 a.m.

April 22

16th Annual Crime Victims' Rights Awards
Lindenwood Christian Church
2400 Union Ave.
5:30 p.m.

April 26

Official Naming of the Vasco Smith
Shelby County Administration Building
160 N. Main
9 a.m.

April 29

Mayor Ford Speaks to the
Frayser Exchange Club
2200 Frayser Blvd.
12 p.m.